



## Tobacco and Its Impact in My Community Photo Contest!

In our continued effort for *California's Winnable Battle: Finish the Fight Against Tobacco*, the California Department of Public Health, California Tobacco Control Program (CDPH/CTCP) is launching the Tobacco and Its Impact in My Community photo contest to promote awareness of how the presence of tobacco is still a problem in our state. Our goal is to showcase images submitted by California students that "tell the story" about tobacco control issues that significantly impact youth and disadvantaged communities. These issues include exposure to secondhand smoke, cigarette butt litter, and tobacco marketing in the retail environment.

As a sponsor of the photo contest, the American Cancer Society, California Division (ACS) will provide \$1,000 in cash prizes to the winning photo entries! CDPH/CTCP will announce the photo contest winners during the week of November 18, 2013, to coincide with ACS' "Great American Smokeout" on November 21.

**We highly encourage middle and high school age students to enter** because they represent an important age group to engage in anti-tobacco use activities and in the past have demonstrated strong participation in similar contests conducted by CDPH. CDPH/CTCP is proud to partner with the California Department of Education, Coordinated School Health and Safety Office, Tobacco-Use Prevention Education Program (TUPE) to promote the photo contest to middle and high schools throughout California. All photo submissions will be exhibited online (this may include the Fight Tobacco Facebook page, the TobaccoFreeCA Facebook page, as well as the CDPH and CTCP websites).

Submit your photos for any of the four following categories!

1. Stores near schools
2. Secondhand smoke (outdoor and indoor)
3. Cigarette butt litter
4. "What's wrong with this picture?"

Please see the Contest Rules and Requirements, the Contestant Release Form, and photo contest promotional flyers on this photo contest webpage.

Please share this exciting contest within your networks and encourage photo submissions! If you have questions regarding the photo contest, please email CDPH/CTCP at [FightTobacco@cdph.ca.gov](mailto:FightTobacco@cdph.ca.gov)

